PORTFOLIO

GRAPHIC DESIGN

Lakim Williams

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“Design is where my thoughts come to life—each piece is a visual chapter of my book.”

BOOK OF CONTENTS

04 ABOUT

06 VISUAL IDENTITY

10 SOCIAL MEDIA & BRANDING

ABOUT ME

Lakim Williams
Graphic Design

WHO AM I

Hi, I'm Lakim Williams, a graphic designer with a passion for fashion, marketing, and media. Currently, I'm a rising sophomore at Rutgers University – New Brunswick, majoring in Business Analytics and Information Technology (BAIT), where I'm building a foundation in both creative and technical skills.

DESIGN PHILOSOPHY

I thrive on bringing ideas to life by giving elements of my creative inspirations new meaning, transforming concepts into designs that resonate with audiences. My approach blends simplicity and innovation, ensuring each design is not only visually impactful but also purposeful.

EDUCATION

(Sept 2023 - Present)

Rutgers University-New Brunswick

EXPERIENCE

(Sept 2021 - Present)

Freelance Designer

SKILLS

Ps Ai Pr

INTEREST

Fashion Design, Music Production, Traveling & Cultural Exploration

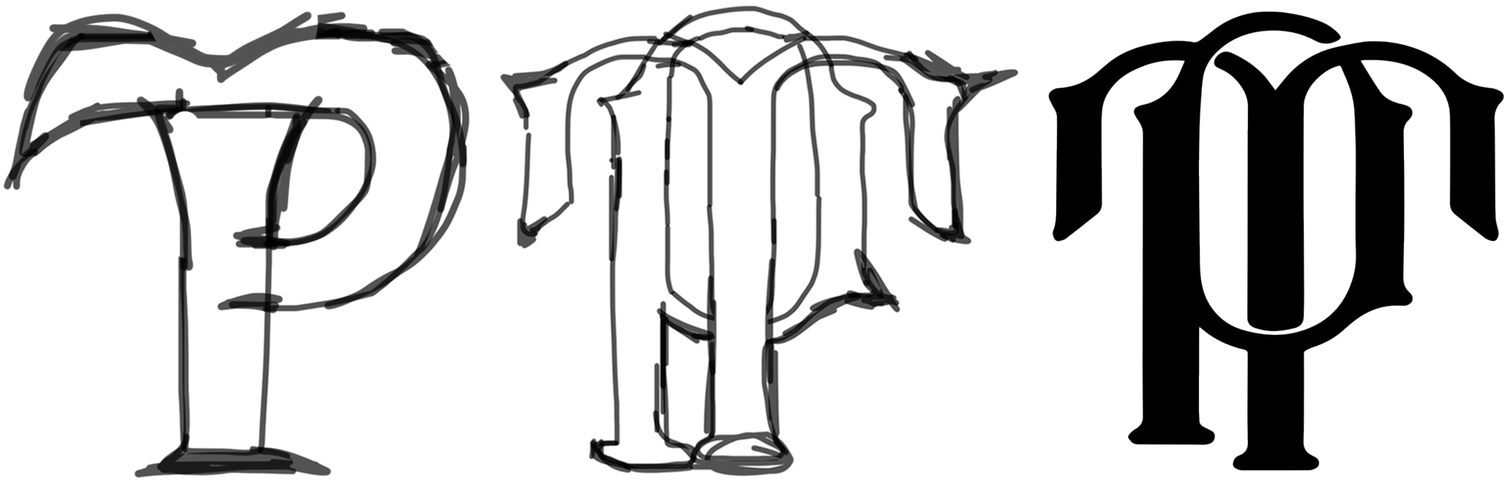
-06

VISUAL IDENTITY is a section that highlights my work, blending creativity with functionality. From brand identities to lookbooks, I create designs that resonate with audiences while reflecting unique style. My focus is on delivering modern, innovative designs that elevate the fashion experience.

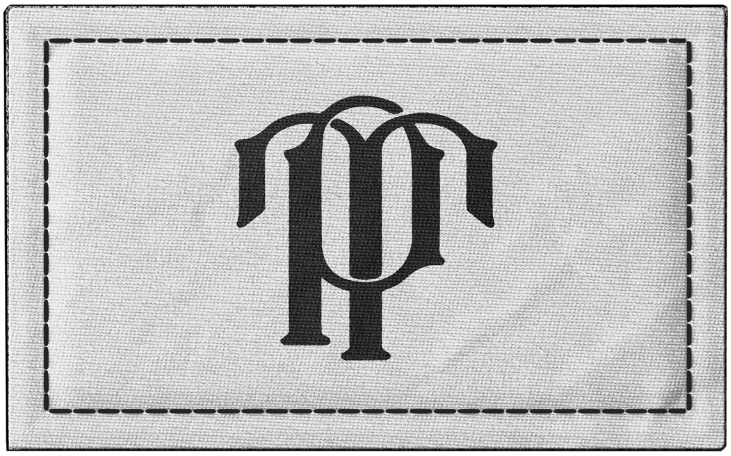
Trulephased Studios
Visual Identity

I created Trulephased, a design studio that merges bold visuals, craftsmanship, and storytelling to redefine modern streetwear.

TRULEPHASED
STUDIOS



Trulephased Studios
Visual Identity



Trulephased Studios
Visual Identity

10

SOCIAL MEDIA & BRANDING is a section that highlights my strategy for creating engaging content and building an online presence. It demonstrates how I use social media to promote and showcase my designs effectively.

LabSync Digital Aesthetic Kit
Social Media & Branding

I designed a custom digital kit featuring posters, Instagram templates, stickers, and editable branding elements that align perfectly with any brand's style.

LABSYNC

CHLOROSYNC
#1DA64A
RGB(29,166,74)
CMYK(83,0,55,35)

SYNCSIDIAN
#000000
RGB(0,0,0)
CMYK(60,40,40,100)

PURESYNC
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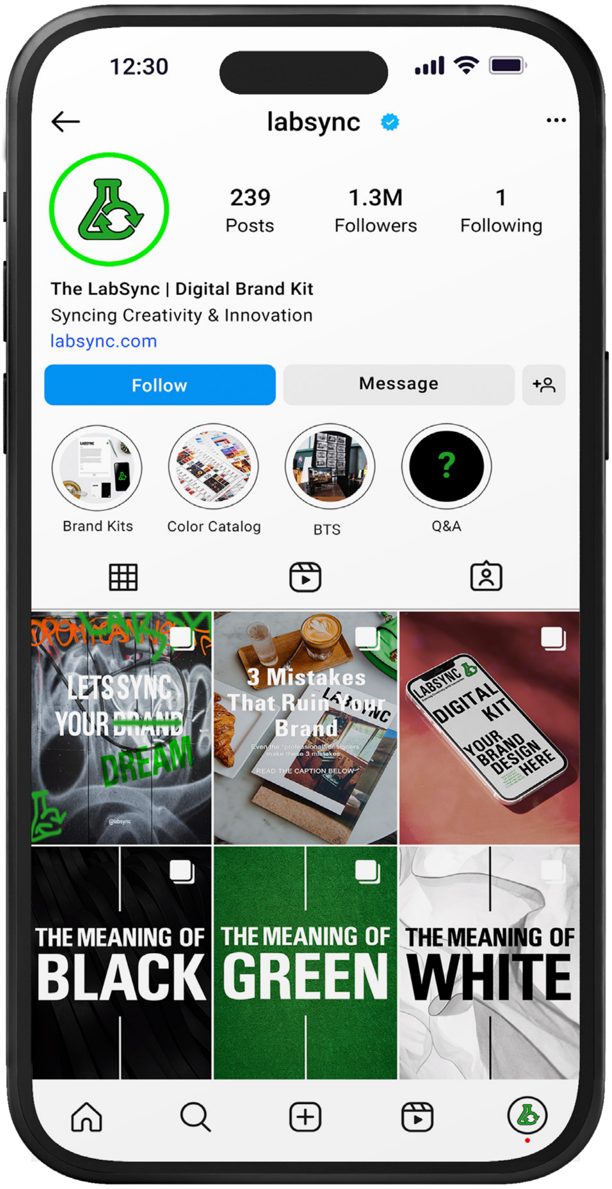
"Syncing Creativity & Innovation"

LabSync Digital Aesthetic Kit
Social Media & Branding



labsync

labsync Turning visions into reality—let's sync your dream. 💡🔥

#Sync #Branding #CreativeJourney

LabSync Digital Aesthetic Kit

Social Media & Branding

THANK YOU